

| POPULATION TOTAL | 1990 CENSUS | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|----------------------|-------------|-------------|----------------|----------------|
| NEW YORK | 17,990,405 | 18,976,457 | 19,214,548 | 19,597,807 |
| MEDIAN AGE (YRS) | | 35.9 | 36.8 | 38.0 |
| UTICA-ROME, NY | 316,633 | 299,896 | 297,230 | 292,009 |
| MEDIAN AGE (YRS) | | 38.4 | 39.1 | 40.0 |
| HISPANICS (ANY RACE) | | 8,125 | 9,012 | 9,621 |
| STATE'S PERCENTAGE | | 2.71% | 3.03% | 3.29% |

| POPULATION BY RACE | 2000 CENSUS | 2003 ESTIMATED | 2008 PROJECTED |
|-------------------------|-------------|----------------|----------------|
| WHITE | 275,445 | 270,034 | 263,590 |
| MSA'S PERCENTAGE | 91.85 | 90.04 | 87.89 |
| MEDIAN AGE (YRS) | 39.4 | 40.4 | 41.7 |
| BLACK/AFRICAN-AMERICAN | 13,850 | 15,688 | 16,104 |
| MSA'S PERCENTAGE | 4.62 | 5.23 | 5.37 |
| MEDIAN AGE (YRS) | 29.4 | 30.1 | 30.2 |
| AMERICAN INDIAN/NATIVE | 688 | 759 | 825 |
| MSA'S PERCENTAGE | 0.23 | 0.25 | 0.28 |
| MEDIAN AGE (YRS) | 32.6 | 32.4 | 32.1 |
| ASIAN | 2,985 | 3,205 | 3,480 |
| MSA'S PERCENTAGE | 1.00 | 1.07 | 1.16 |
| MEDIAN AGE (YRS) | 28.9 | 28.6 | 29.2 |
| HAWAII/PACIFIC ISLANDER | 66 | 72 | 78 |
| MSA'S PERCENTAGE | 0.02 | 0.02 | 0.03 |
| MEDIAN AGE (YRS) | 33.9 | 35.0 | 35.9 |
| OTHER | 2,738 | 3,128 | 3,352 |
| MSA'S PERCENTAGE | 0.91 | 1.04 | 1.12 |
| MEDIAN AGE (YRS) | 26.0 | 26.8 | 26.7 |

| POPULATION BY LOCALITY | 2003 ESTIMATED | 2008 PROJECTED |
|------------------------|----------------|----------------|
| URBAN | 62,370 | 59,458 |
| SUBURBAN | 128,411 | 125,469 |
| RURAL | 106,449 | 107,082 |

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

| INCOME | 2003 ESTIMATED | 2008 PROJECTED | |
|---------------------------------|-----------------|-----------------|----------|
| HOUSEHOLD MEDIAN | \$38,963 | ----- | |
| PER CAPITA | \$20,010 | ----- | |
| EXPENDITURES | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| TOTAL EXPENDITURES | \$4,031,438,000 | \$4,843,541,000 | 20.14% |
| FOOD AT HOME TOTAL | \$559,365,700 | \$608,670,500 | 8.81% |
| FOOD AWAY FROM HOME TOTAL | \$420,641,300 | \$503,872,500 | 19.79% |
| FOOD AS % OF TOTAL EXPENDITURES | 24.31% | 22.97% | ----- |
| FOOD AT HOME | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| MEATS (ALL TYPES) | \$112,052,600 | \$123,109,400 | 9.87% |
| FISH & SEAFOOD PRODUCTS | \$9,807,300 | \$10,683,300 | 8.93% |
| FRUITS & VEGETABLES | \$61,369,500 | \$65,695,300 | 7.05% |
| DAIRY PRODUCTS | \$64,631,800 | \$70,258,700 | 8.71% |
| BAKERY PRODUCTS | \$64,794,100 | \$68,342,000 | 5.48% |
| CEREALS & PRODUCTS | \$31,831,600 | \$35,180,100 | 10.52% |
| PREPARED FOODS | \$81,843,900 | \$90,040,500 | 10.01% |
| JUICES | \$16,202,800 | \$17,491,600 | 7.95% |
| FOOD AWAY FROM HOME | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
| BREAKFAST & BRUNCH | \$29,519,600 | \$39,181,300 | 32.73% |
| FAST FOOD | \$13,038,400 | \$16,779,400 | 28.69% |
| FULL SERVICE | \$16,481,200 | \$22,401,800 | 35.92% |
| LUNCH | \$105,232,600 | \$125,544,700 | 19.30% |
| FAST FOOD | \$64,458,100 | \$75,118,500 | 16.54% |
| FULL SERVICE | \$40,774,500 | \$50,426,200 | 23.67% |
| DINNER | \$151,306,600 | \$184,973,300 | 22.25% |
| FAST FOOD | \$63,301,100 | \$73,977,400 | 16.87% |
| FULL SERVICE | \$88,005,500 | \$110,995,900 | 26.12% |

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

| FOOD AT HOME EXPENDITURES | 2003 ESTIMATED | 2008 PROJECTED | % CHANGE |
|-------------------------------|----------------|----------------|----------|
| MEATS | | | |
| MEATS (ALL TYPES) | \$959 | \$1,046 | 9.07% |
| POULTRY | \$295 | \$323 | 9.49% |
| EGGS | \$45 | \$47 | 4.44% |
| FISH & SEAFOOD | | | |
| FRESH | \$39 | \$42 | 7.69% |
| FROZEN | \$27 | \$31 | 14.81% |
| CANNED | \$18 | \$18 | 0.00% |
| FRUITS / VEGETABLES | | | |
| FRESH | \$362 | \$388 | 7.18% |
| CANNED | \$81 | \$89 | 9.88% |
| FROZEN | \$63 | \$64 | 1.59% |
| OTHER | \$19 | \$18 | -5.26% |
| DAIRY PRODUCTS | | | |
| FRESH MILK & CREAM | \$174 | \$185 | 6.32% |
| CHEESE | \$148 | \$153 | 3.38% |
| ICE CREAM | \$89 | \$96 | 7.87% |
| BUTTER / MARGARINE | \$50 | \$60 | 20.00% |
| BAKERY PRODUCTS | | | |
| BREAD & PRODUCTS | \$439 | \$460 | 4.78% |
| COOKIES | \$79 | \$82 | 3.80% |
| CRACKERS | \$36 | \$38 | 5.56% |
| CEREALS & PRODUCTS | | | |
| CEREALS | \$163 | \$172 | 5.52% |
| PASTA PRODUCTS | \$51 | \$59 | 15.69% |
| FLOUR & MIXES | \$39 | \$46 | 17.95% |
| RICE | \$18 | \$22 | 22.22% |
| PREPARED FOODS | | | |
| SNACKS/CHIPS | \$118 | \$136 | 15.25% |
| JUICES | \$139 | \$149 | 7.19% |
| FROZEN/PREP. OTHER | \$79 | \$92 | 16.46% |
| SOUPS | \$64 | \$74 | 15.63% |
| SAUCES & GRAVIES | \$63 | \$62 | -1.59% |
| BABY FOOD | \$42 | \$45 | 7.14% |
| FROZEN MEALS | \$32 | \$36 | 12.50% |
| NUTS | \$32 | \$34 | 6.25% |
| SALADS | \$24 | \$28 | 16.67% |

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch